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IN THE SPECIFICATION:

Please amend paragraph 0045 as follows:

FIG. 11A is a block diagram illustrating an online coupon decision support system resident at a retailer's site and with shopper's coupons located at a third party service provider in accordance with the embodiments of the invention; FIG. 11B is a block diagram illustrating an online coupon decision support system resident at a third party service provider and with shopper's coupons located at a retailer's site, a third party service provider, and local device in accordance with the embodiments of the invention;